

# New Order

<b>Media:</b> TV	<b>Market:</b> Washington, DC	<b>Vendor:</b> WJLA-TV	<b>Billing To:</b> Waterfront Strategies
<b>Client:</b> LCV/Senate Majority PAC	<b>Demo:</b> Adults 35+		1010 Wisconsin Avenue, NW, #800
<b>Product:</b> Issue	<b>Separation:</b> 30	<b>AE:</b> Barbara Monares	Washington, DC 20007
<b>Estimate:</b> 1611	<b>Flight Start:</b> 8/16/12	<b>Phone:</b>	<b>Phone:</b> 202-572-2852
<b>Description:</b> VA DC, Rich, Norfolk 8.16-8.29	<b>Flight End:</b> 8/29/12	<b>Fax:</b>	<b>Fax:</b> 202-338-2334
<b>Version:</b> 1	<b>Survey:</b>		
<b>Comments:</b> VA DC, Rich, Norfolk 8.16-8.29			

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/16	8/23	Total Spots	Adults 35+ RTG	CPP
1	THF,MTuW 5:00A-6:00A (GM WASHINGTON 5A-6A)	EM	\$500.00	C 30	3	3	6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pav)									
2	THF,MTuW 6:00A-7:00A (GM WASHINGTON 6A-7A)	EM	\$700.00	C 30	4	4	8		
Comments: LPMay/2012LP adj. LPAug/2011LP (pav)									
3	THF,MTuW 7:00A-9:00A (GMA 7A-9A)	EM	\$1,400.00	C 30	6	6	12		
Comments: LPMay/2012LP adj. LPAug/2011LP (pav)									
4	Sa 7:00A-8:00A (GMA 7A-8A)	EM	\$500.00	C 30	1	1	2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pav)									
5	Su 8:00A-9:00A (GMA 8A-9A)	EM	\$500.00	C 30	1	1	2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pav)									
6	THF,MTuW 9:00A-10:00A (LIVE WITH KELLY)	DT	\$700.00	C 30	8	8	6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pav)									
7	THF,MTuW 10:00A-11:00A (RACHEL RAY)	DT	\$600.00	C 30	2	2	4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pav)									
8	THF,MTuW 11:00A-12:00P (THE VIEW)	DT	\$1,000.00	C 30	2	2	4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pav)									
9	THF,MTuW 12:00P-12:30P (ABC 7 NEWS @ NOON)	DT	\$1,000.00	C 30	3	3	6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pav)									
10	THF,MTuW 12:30P-1:00P (WHO WANTS TO BE A MILLIONAIRE)	DT	\$700.00	C 30	2	2	4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pav)									

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/16	8/23	Total Spots	Adults 35+ RTG	CPP
11	Sa 11:00A-1:00P (ABC 7 NEWS SAT)	DT	\$600.00 C 30	1	1	1	2		
Comments: 3Q 2012 ES LP (sell) - ESTIMATE REFLECTS THE AUG11/SEP11 PROGRAM SHARES FOR ABC 7 NEWS @ NOON M-F ADJUSTED TO SEP11 SAT/11A-1P LEVELS.									
12	ThF,MTuW 3:00P-4:00P (GENERAL HOSPITAL)	EF	\$1,000.00 C 30	2	2		4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
13	ThF,MTuW 4:00P-5:00P (ANDERSON)	EF	\$1,000.00 C 30	2	2		4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
14	ThF,MTuW 5:00P-6:00P (NEWS 7 @ 5)	EN	\$1,100.00 C 30	3	3		6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
15	ThF,MTuW 6:00P-6:30P (NEWS 7 @ 6)	EN	\$1,600.00 C 30	4	3		7		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
16	ThF,MTuW 6:27P-6:30P (WORLD NEWS ADJ)	EN	\$3,000.00 C 30	4	4		2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
17	ThF,MTuW 6:57P-7:00P (WORLD NEWS ADJ)	EN	\$6,000.00 C 30	2	2		4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
18	SaSu 6:00P-7:00P (NEWS 7/ABC NEWS)	EN	\$1,000.00 C 30	1	1		2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
19	ThF,MTuW 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$3,500.00 C 30	3	3		6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
20	ThF,MTuW 7:30P-8:00P (JEOPARDY)	PA	\$4,000.00 C 30	3	3		6		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
21	Sa 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$1,200.00 C 30	1	1		2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
22	Sa 7:30P-8:00P (JEOPARDY)	PA	\$1,200.00 C 30	1	1		2		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
23	ThF,MTuW 11:00P-11:35P (ABC 7 NEWS @ 11)	LN	\$2,400.00 C 30	4	4		8		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
24	ThF,MTuW 11:35P-12:05A (NIGHTLINE)	LN	\$1,400.00 C 30	2	2		4		
Comments: LPMay/2012LP adj. LPAug/2011LP (pay)									
Total Spots:				57	56		113		

*NIA SAT 6*  
*WMO 8/16*

*JEOPARDY*  
*JEOPARDY*

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/16	8/23	Total Spots	Adults 35+ RTG	CPP
Total GRP/GIMP(000):					0.0	0.0		0.0	
Month		Cash\$-Spots		Trade\$-Spots			Total\$-Spots		
8/2012		\$180,400.00 - 113		\$0.00 - 0			\$180,400.00 - 113		
Total Gross Cost: \$180,400.00								Total Gross CPP:	\$0.00
Total Net Cost: \$153,340.00								Total Net CPP:	\$0.00